

WORKSHOP PROGRAM



PROUDLY PRESENTS

Green Building Workshop

A Practical Approach to Buying, Building, and Selling

THE UNIVERSITIES AT SHADY GROVE, MARYLAND

THURSDAY, APRIL 23, 2009 • 8:30AM – 3:30PM

WORKSHOP PROGRAM – AGENDA

Thank you for joining TW Perry for the 1st Annual Green Building Workshop.
A day dedicated to learning how to Buy, Build and Sell Green to your clients.
You'll leave with some working essentials on this growing market segment.

START	FINISH	
7:30AM	8:15AM	Registration / Breakfast
8:15AM	8:30AM	WELCOME Ed Quinn — CEO, TW Perry Rich Cortese — President, TW Perry
» 8:30AM	9:30AM	GREEN FUTURE: IT’S HERE TODAY, BE A STANDOUT John Wagner Discover the historical and current consumer and tradespending trends that will help you understand the depth and breathe of the green building movement — and where it is going. By exploring the “selling” (to your clients) and “buying” (from your suppliers), this presentation will take a look at green trends and new technologies. We’ll also look at some of the innovative new products coming to the market, and what innovations we can expect over the next few years.
9:30AM	9:40AM	GREEN PRODUCT SPOTLIGHT — TREX Mitch Cox, Vice President of Sales
9:40AM	9:55AM	Session Break
9:55AM	10:05AM	GREEN PRODUCT SPOTLIGHT — WindsorONE Tony Jenkins, Director of Sales
» 10:05AM	11:20AM	REAL & RELEVANT GREEN HOME BUILDING Peter L. Pfeiffer Forget the media rhetoric, and learn what “green” or “high performance” building design is really about. Peter will present an integrated approach to the pillars of high-performance building — from programming to building sciences — focusing on what has worked and what has not worked in home design over the last three decades.
11:20AM	11:30AM	GREEN PRODUCT SPOTLIGHT — DOW Chris Parmele, Senior Account Manager
11:30AM	12:15PM	LUNCH Building II — Rockville & Germantown Rooms
12:15PM	12:25PM	GREEN PRODUCT SPOTLIGHT — James Hardie Brad King, National Products Manager
» 12:25PM	1:25PM	NAHB GREEN BUILDING STANDARD Jeff Taggert, NAHB Research Center Learn firsthand how the standard defines what green practices can be incorporated into residential development and construction, and how homeowners can operate and maintain their green homes.



START	FINISH	
1:25PM	1:35PM	GREEN PRODUCT SPOTLIGHT — TruStile Josh Peizer
1:35PM	1:50PM	Session Break
1:50PM	2:00PM	GREEN PRODUCT SPOTLIGHT — Andersen TBD
» 2:00PM	3:30PM	PANEL DISCUSSION Comprised of local and national Architects, Builders and Code Consultants. Listen to their real-life experiences going green and how they overcame challenges on and off the job-site. Michael Cassidy — Chief Operating Officer, TW Perry Moderator Michael began his career in the building products industry in 2005 as Vice President of Mergers and Acquisitions with Strober, where he helped convert Strober’s 80 facilities into ProBuild, the nation’s largest contractor-oriented building products company with over 550 facilities. Prior to Strober, he worked with United Technologies Corporation (UTC) in various strategy and development roles, notably with Carrier Air Conditioning and UTC Power (green energy technology), and before that he worked at Booz Allen Hamilton Consulting and the Kimberly Clark Corporation, where he specialized in Operations and Engineering Management. Michael served in the Marine Corps as a Captain commanding special operations teams. He holds an MBA from Harvard Business School, a certificate from Darden Business School and a Bachelor of Science in Mechanical Engineering from the University of Rochester.
»		Mark Turner, Founder & President, GreenSpur Honored as one of the “Top 35 Under 35” by Washington, D.C.’s Bisnow Real Estate magazine, Mark recently served as Vice President of Construction for ABDO Development. In that position, Mark was part of the ABDO team that won the Mayor’s Award for Historical Renovation, the Delta Associates Award for Most Innovative Condominiums, and the Washington Business Journal’s Best Multi-Family Project Award. His newest venture, GreenSpur, is a design-build firm that brings together thoughtful design, sound building practices, valued partners and proven sustainability techniques to deliver buildings that are incredibly energy efficient, healthy, and cost effective.

KEYNOTE SPEAKER
PETER L. PFEIFFER, FAIA
Principal, Barley & Pfeiffer Architects



Peter Pfeiffer is a professional Architect and Building Scientist who has spent the past 30 years developing pragmatic high performance building design strategies. In 2004 he was named a Fellow of the American Institute of Architects for his life-long commitment to “mainstreaming green building in North America.” He is a founding principal of Barley & Pfeiffer Architects, a firm recognized nationally for its pioneering use of environmentally responsive building design and construction techniques. Their work has been published both in the United States and abroad in such diverse venues as the *Washington Post*, *The New York Times*, *Fine Homebuilding*, and *Better Homes & Gardens* magazine. On multiple occasions he has been a guest on National Public Radio as well as the HGTV network. The National Association of Home Builders honored him as the “National Green Advocate of the Year” in 2003 for his life-long achievements in “mainstreaming” green building. Peter has been an active charter member of the NAHB Green Building Subcommittee since its inception in 1999 and has been active in the recent US Green Building Council’s LEED for Homes pilot program. In 2006 *Residential Architect* cited him as one of the 10 most influential residential architects of the past decade.

SPEAKERS
JOHN WAGNER
Green Editor, *LBM Journal*

John D. Wagner is the award-winning author of many books on green building, construction, wood crafts, home building, the supply chain, and corporate management. He has also written more than 1,100 magazine articles about home building and commercial construction, among other topics. His work has appeared in the *Wall Street Journal*, the *Asian Wall Street Journal*, *Green Builder Magazine* (which he co-founded and edited), *Popular Science*, *LBM Journal*, *Newsday*, *Chicago Tribune*, *Fine Woodworking*, *The Journal of Light Construction*, *Tools of the Trade*, and many other magazines and newspapers. His commentary has been heard on National Public Radio’s *All Things Considered*. John is the green editor for *LBM Journal*, the leading voice of the lumber and building material dealer community, and the green content contributor to the national *Green Dealer Certification* program, a web-based distance learning company that trains and certifies dealers for green building. John is also the green building columnist for *Qualified Remodeler* magazine and the green building columnist for *Residential Design & Build* magazine. John holds a BA in medieval philosophy from St. Michael’s College (Vermont) and an MFA in creative writing from the University of Alabama.

JEFF TAGGERT
Training Manager, National Green Building Certification

Jeff Taggert conducts quality management research and develops quality management tools for the Department of Energy’s Building America Program. Jeff is also a trainer for the National Green Building Certification Program, developing a new national network of accredited 3rd party inspectors (verifiers) to be a resource for builders interested in certifying new or remodeled buildings under the National Green Building Certification Program.

WORKSHOP PROGRAM – AGENDA



WORKSHOP PROGRAM – SPONSORS



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7:30AM	8:15AM	Registration / Breakfast	1:25PM	1:35PM	GREEN PRODUCT SPOTLIGHT — TruStile Josh Peizer	» 2:00PM	3:30PM	PANEL DISCUSSION continued » Michael Day, AIA LEED-AP, Cunningham & Quill
8:15AM	8:30AM	WELCOME Ed Quinn — CEO, TW Perry Rich Cortese — President, TW Perry	1:35PM	1:50PM	Session Break			Michael has more than ten years experience in architectural design for base building commercial and residential renovations, as well as complicated mixed-use and historic preservation projects. He has held leadership positions on projects such as the Carbon Neutral Home in McLean, VA, and the First Congregational Church of Christ & Offices in Washington, DC. He serves on the boards of the Community Improvement Day of the DC Building Industry and the Sarah Circle.
» 8:30AM	9:30AM	GREEN FUTURE: IT’S HERE TODAY, BE A STANDOUT John Wagner	1:50PM	2:00PM	GREEN PRODUCT SPOTLIGHT — Andersen TBD			
		Discover the historical and current consumer and trade spending trends that will help you understand the depth and breathe of the green building movement — and where it is going. By exploring the “selling” (to your clients) and “buying” (from your suppliers), this presentation will take a look at green trends and new technologies. We’ll also look at some of the innovative new products coming to the market, and what innovations we can expect over the next few years.	» 2:00PM	3:30PM	PANEL DISCUSSION Comprised of local and national Architects, Builders and Code Consultants. Listen to their real-life experiences going green and how they overcame challenges on and off the job-site. Michael Cassidy — Chief Operating Officer, TW Perry Moderator			» Peter Pfeiffer, FAIA, Barley & Pfeiffer » Steve Briggs, Business Management Partner, SAI
9:30AM	9:40AM	GREEN PRODUCT SPOTLIGHT — TREX Mitch Cox, Vice President of Sales			Michael began his career in the building products industry in 2005 as Vice President of Mergers and Acquisitions with Strober, where he helped convert Strober’s 80 facilities into ProBuild, the nation’s largest contractor-oriented building products company with over 550 facilities. Prior to Strober, he worked with United Technologies Corporation (UTC) in various strategy and development roles, notably with Carrier Air Conditioning and UTC Power (green energy technology), and before that he worked at Booz Allen Hamilton Consulting and the Kimberly Clark Corporation, where he specialized in Operations and Engineering Management. Michael served in the Marine Corps as a Captain commanding special operations teams. He holds an MBA from Harvard Business School, a certificate from Darden Business School and a Bachelor of Science in Mechanical Engineering from the University of Rochester.			Steve has over 30 years experience in real estate development construction, finance and entrepreneurship. With a focus on historic preservation and downtown revitalization, Steve has long been involved in green technology, innovation and public service. Steve represents SAI on the US Green Building Council, the Northern Virginia Building Association’s Green Building Committee, the DOE EnergyStar Partners Program, and National Association of the Remodeling Industry (NARI).
9:40AM	9:55AM	Session Break						
9:55AM	10:05AM	GREEN PRODUCT SPOTLIGHT — WindsorONE Tony Jenkins, Director of Sales						
» 10:05AM	11:20AM	REAL & RELEVANT GREEN HOME BUILDING Peter L. Pfeiffer						» Lou Sagatov, President, Sagatov Associates
		Forget the media rhetoric, and learn what “green” or “high performance” building design is really about. Peter will present an integrated approach to the pillars of high-performance building — from programming to building sciences — focusing on what has worked and what has not worked in home design over the last three decades.			» Mark Turner, Founder & President, GreenSpur			In the last three years, Sagatov Associates, an award-winning Green-Design-Build firm, has designed, built and certified seven custom homes under Energy Star, the Energy Star IAP (Indoor Air Package), and the Arlington Green Choice programs. Lou has over 30 years experience in the building industry, and is a NAHB Certified Green Professional, chairman of the NVBIA Green Building Committee, board member of National Capital Builders Network (NCBN), and a member of the NVBIA Custom Builders Council.
11:20AM	11:30AM	GREEN PRODUCT SPOTLIGHT — DOW Chris Parmele, Senior Account Manager			Honored as one of the “Top 35 Under 35” by Washington, D.C.’s Bisnow Real Estate magazine, Mark recently served as Vice President of Contruction for ABDO Development. In that position, Mark was part of the ABDO team that won the Mayor’s Award for Historical Renovation, the Delta Associates Award for Most Innovative Condominiums, and the Washington Business Journal’s Best Multi-Family Project Award. His newest venture, GreenSpur, is a design-build firm that brings together thoughtful design, sound building practices, valued partners and proven sustainability techniques to deliver buildings that are incredibly energy efficient, healthy, and cost effective.			» Jeff Taggert, National Green Building Certification Training Manager, NAHB Research Center
11:30AM	12:15PM	LUNCH Building II — Rockville & Germantown Rooms				» 3:30PM		Closing Remarks
12:15PM	12:25PM	GREEN PRODUCT SPOTLIGHT — James Hardie Brad King, National Products Manager						OPTIONAL Green Tour of Camille Kendall Academic Center
» 12:25PM	1:25PM	NAHB GREEN BUILDING STANDARD Jeff Taggert, NAHB Research Center						
		Learn firsthand how the standard defines what green practices can be incorporated into residential development and construction.						
							CONTINUING EDUCATION CREDITS	AIA: 1 Hour NARI: 3 Hours

TW PERRY

TW Perry was founded in 1911 by Thomas W. Perry just outside of Washington, DC, at a time when today's bustling suburbs were rural outposts. In the 1950s and 1960s, as demand for housing in the area began to increase, the business expanded rapidly. A second location in Gaithersburg, Maryland, was added, and became the first "home center" in the area, serving both contractors and homeowners.

In the mid-1990s, Tom Perry, Jr. repositioned the company to better serve professional contractors, homebuilders and remodelers. In 1999, a group of senior management personnel purchased the company from the Perry family. Today, TW Perry ranks highly among the nation's lumber and building materials suppliers. We operate five full-service lumberyards (Baltimore, Chevy Chase, Gaithersburg, Leesburg and Springfield) and our Classic Moulding & Door division, specializing in the design, fabrication and customization of moulding and doors. Our company continues to grow while maintaining a commitment to high-quality products and service.

Long before "going green" became a popular movement, TW Perry recognized our responsibility to the environment. As public awareness and demand increased, we expanded our green products line to include the most responsible and sustainable building materials available, including FSC certified lumber, engineered wood, and wood alternative materials. We believe that going green should not be a challenge for you, financially or otherwise. You can depend on us for products and services as we work together to promote healthy, energy-efficient and resource-efficient building, with long-term benefits for you, your clients and the environment.

TOUR

THE CAMILLE KENDALL ACADEMIC CENTER



The Camille Kendall Academic Center was constructed to be both energy efficient and environmentally sensitive. It is the largest green higher education building in the state of Maryland, and one of the first USM buildings to achieve Leadership in Energy and Environmental Design (LEED®)

Gold certification through the U.S. Green Building Council. This building was designed to demonstrate environmental stewardship, enable growth in student enrollment, and serve as an educational resource for the community.



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Visit our award-winning Green Building Initiative website at www.green.twperry.com